

FIG. 1

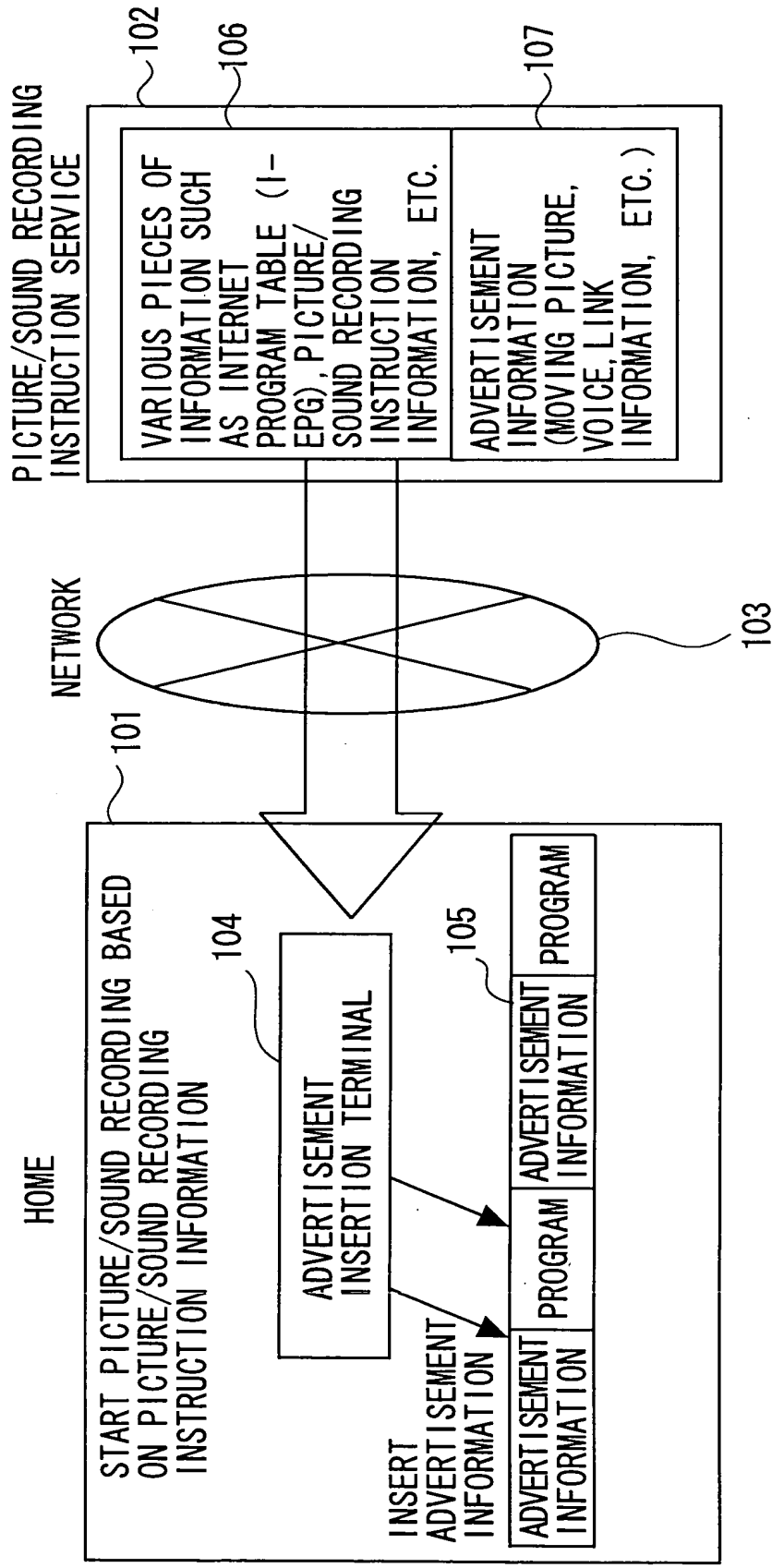


FIG. 2

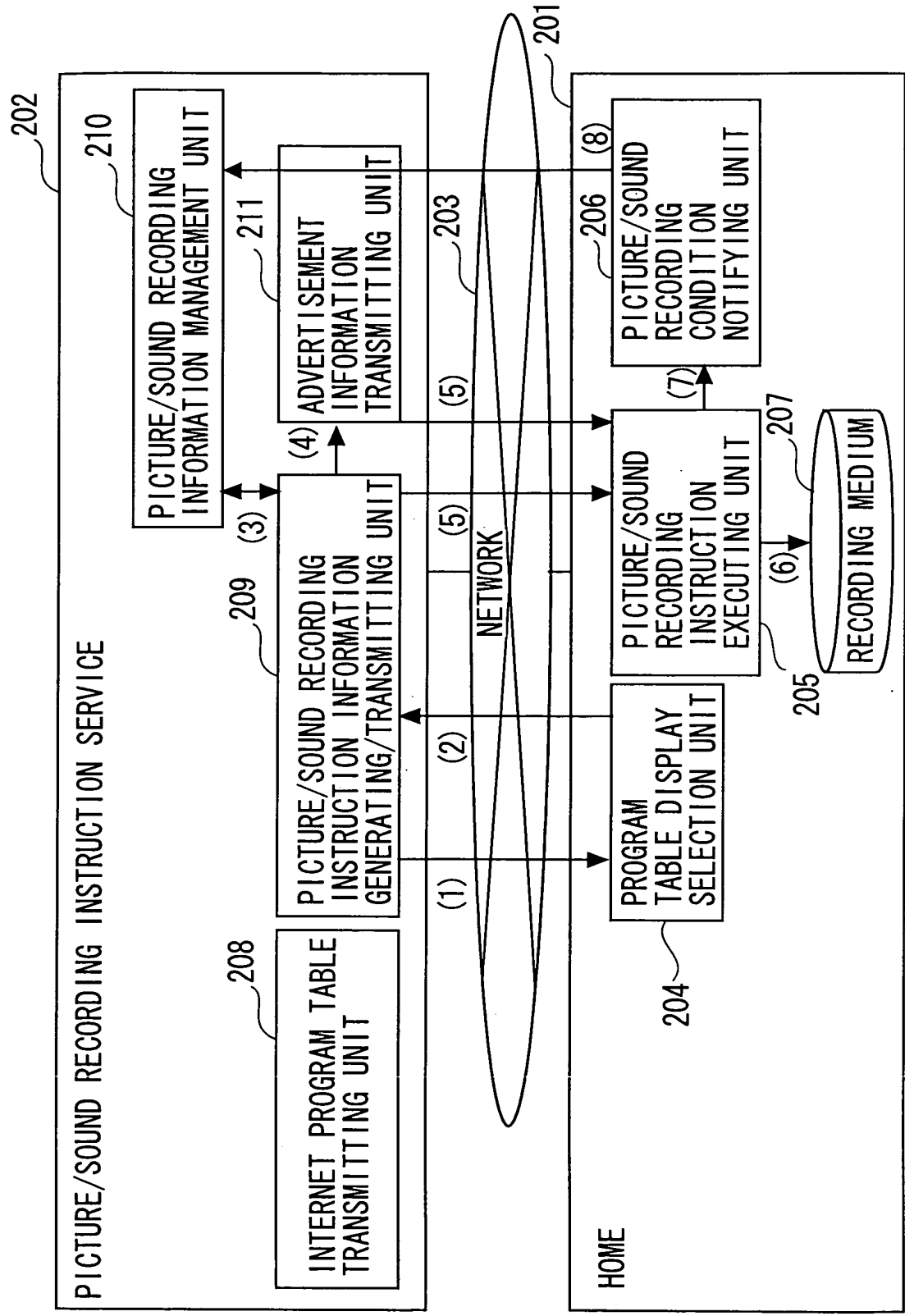


FIG. 3

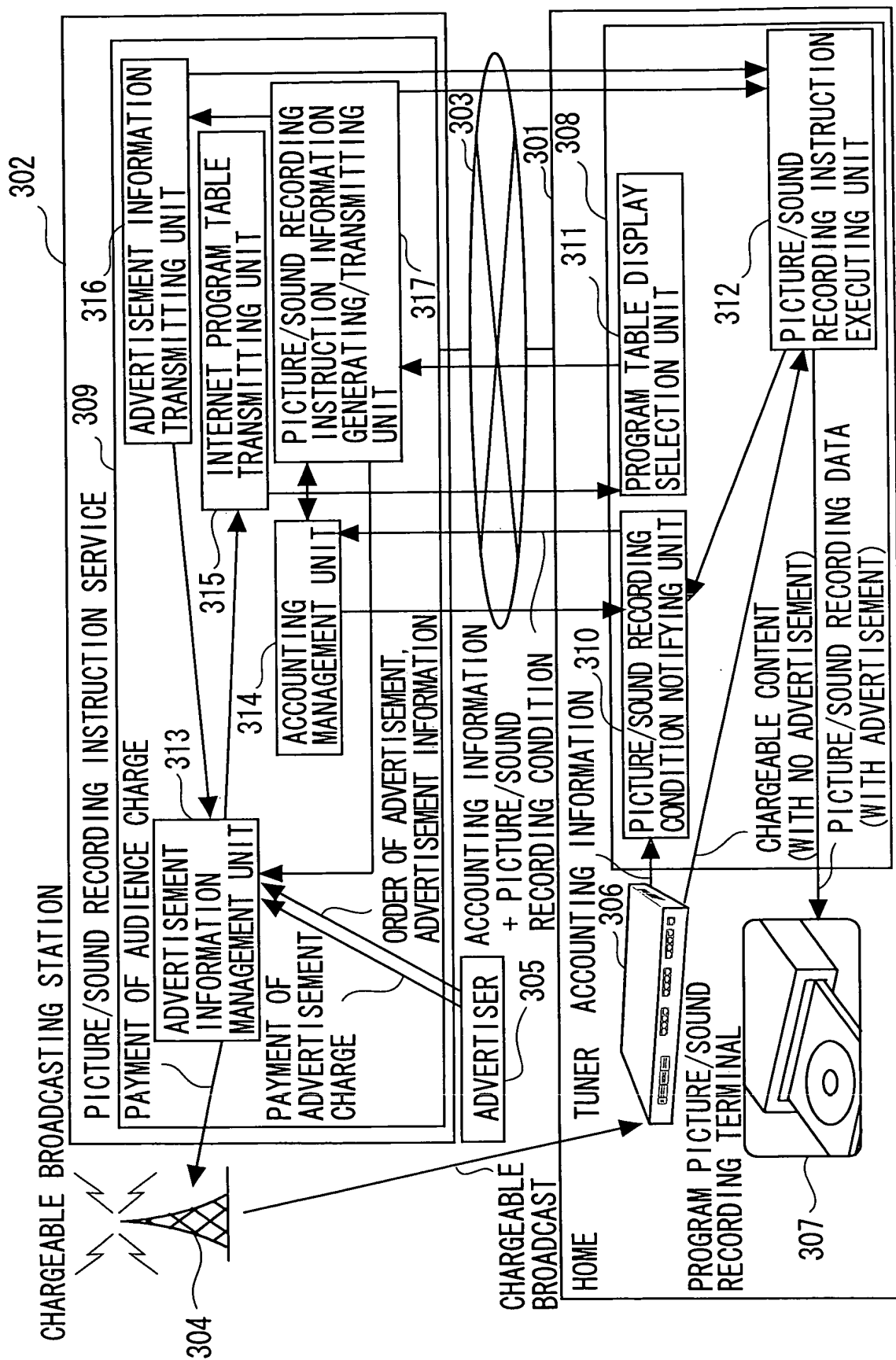


FIG. 4

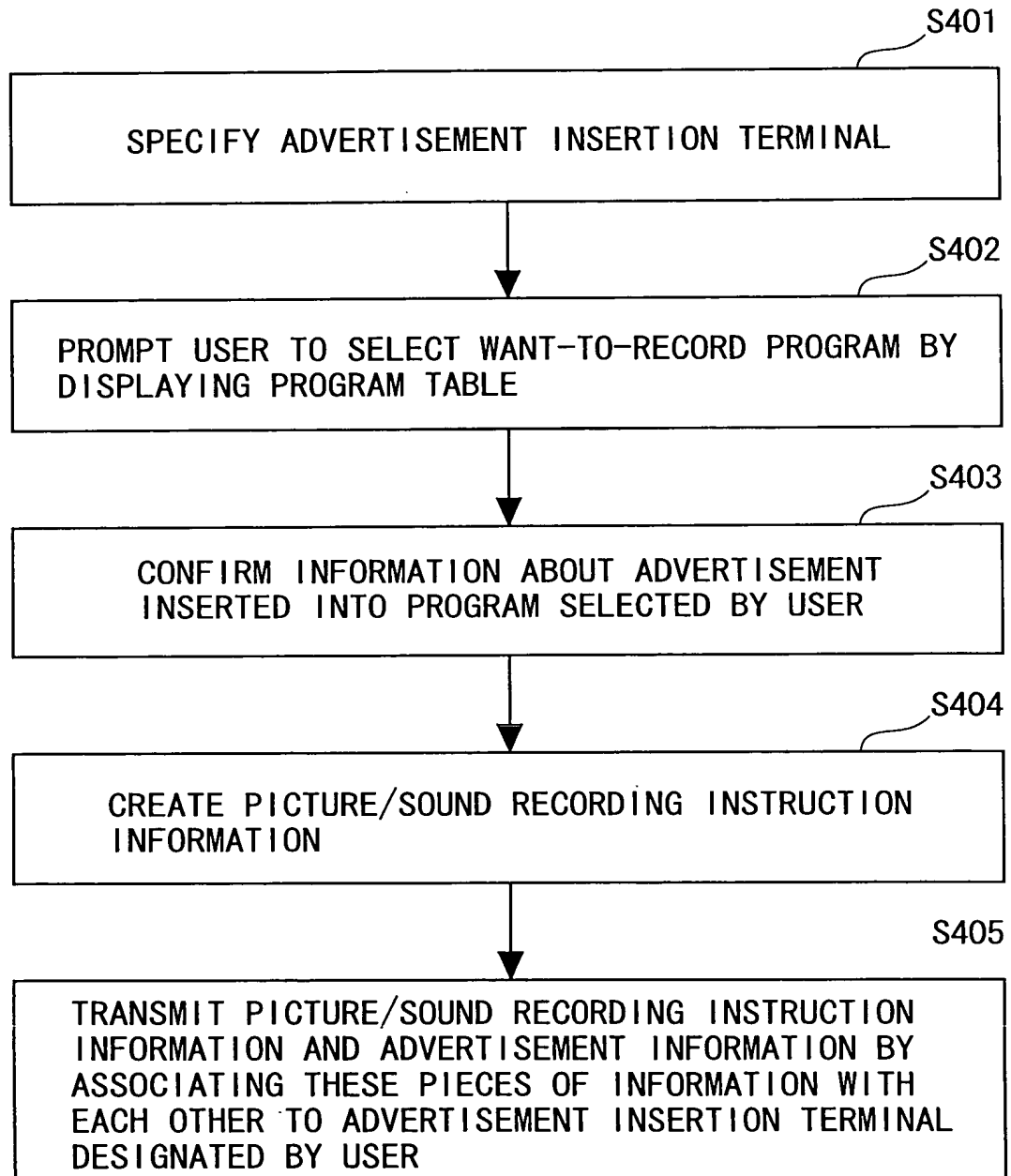


FIG. 5A

2003/10/10	501		502		503		504	
	START	END	BS01	BS08	CS01	CS08	CS11	
	9:00	10:00	PROGRAM INFORMATION 1	PROGRAM INFORMATION 11	PROGRAM INFORMATION 21	PROGRAM INFORMATION 31	PROGRAM INFORMATION 41	
	10:00	10:30	PROGRAM INFORMATION 2	PROGRAM INFORMATION 12	PROGRAM INFORMATION 22	PROGRAM INFORMATION 32	PROGRAM INFORMATION 42	
	10:30	11:00	PROGRAM INFORMATION 3	PROGRAM INFORMATION 13	PROGRAM INFORMATION 23	PROGRAM INFORMATION 33	PROGRAM INFORMATION 43	
	11:00	12:00	PROGRAM INFORMATION 4	PROGRAM INFORMATION 14	PROGRAM INFORMATION 24	PROGRAM INFORMATION 34	PROGRAM INFORMATION 44	
	:	:	PROGRAM INFORMATION 5	PROGRAM INFORMATION 15	PROGRAM INFORMATION 25	PROGRAM INFORMATION 35	PROGRAM INFORMATION 45	
	:	:	PROGRAM INFORMATION 6	PROGRAM INFORMATION 16	PROGRAM INFORMATION 26	PROGRAM INFORMATION 36	PROGRAM INFORMATION 46	
	:	:	PROGRAM INFORMATION 7	PROGRAM INFORMATION 17	PROGRAM INFORMATION 27	PROGRAM INFORMATION 37	PROGRAM INFORMATION 47	
	:	:	PROGRAM INFORMATION 8	PROGRAM INFORMATION 18	PROGRAM INFORMATION 28	PROGRAM INFORMATION 38	PROGRAM INFORMATION 48	
	:	:	PROGRAM INFORMATION 9	PROGRAM INFORMATION 19	PROGRAM INFORMATION 29	PROGRAM INFORMATION 39	PROGRAM INFORMATION 49	

FIG. 5B

ROGRAM INFORMATION	
PROGRAM CATEGORY CODE	SCIENCE PROGRAM
PROGRAM CODE	TV01234
PROGRAM NAME	BLUE EARTH
PROGRAM CONTENT	WATCHED FROM UNIVERSE
AUDIENCE CHARGE	100 YEN
DVERTISEMENT PREFERENTIAL CHARGE	25 YEN DISCOUNTED
PICTURE/SOUND RECORDING INSTRUCTION INFORMATION	

FIG. 6B

CUSTOMER COMPANY DEMAND DESTINATION INFORMATION

BIDDING ADVERTISER IDENTIFYING INFORMATION	DEMAND DESTINATION	TELEPHONE NUMBER	PERSON IN CHARGE
BINGO-KUN CORP.	XX-ΔΔ, 00-WARD, TOKYO	00-XXΔ□-ΔΔΔΔ	0-TA Δ-ROU
TEKKEN CORP.	XX-Δ□, 00-WARD, TOKYO	00-XXΔ□-ΔΔΔ□	0-TA X-ROU
MITUBOSHI-RINGYOU CORP.	XX-ΔΔ, X0-WARD, TOKYO	00-XXΔ□-ΔΔ00	0-TA 0-ROU
OTONA-NO-KAGAKU CORP.	XX-Δ□, X0-WARD, TOKYO	00-XX□-ΔΔXX0	0-TA □-ROU
SHINKAI KAIHATU JIGYOU-DAN CORP.	0X-ΔΔ, X0-WARD, TOKYO	00-XXΔ□-ΔΔXX	Δ-TA X-ROU
AROSU SPACE CORP.	0X-Δ□, X0-WARD, TOKYO	00-XXΔ□-ΔXXΔ	Δ-TA 0-ROU
:			
:			
:			

FIG. 7A

STRUCTURE OF PICTURE/SOUND RECORDING INSTRUCTION INFORMATION

TYPE 1

CHANNEL	START DATE/ TIME	END DATE/ TIME	PROGRAM CODE	ADVERTISEMENT (1) INFORMATION IDENTIFICATION CODE	ADVERTISEMENT (1) INFORMATION INSERTING POINT	ADVERTISEMENT (2) INFORMATION IDENTIFICATION CODE	ADVERTISEMENT (2) INFORMATION INSERTING POINT	SAME FROM ⁽³⁾ ONWARD
CS12	2003/10/10 :9:00:00	2003/10/10 :9:58:00	TV01234	/temp/koukoku1234.mpg	0:15:00	/temp/koukoku1192.mpg	0:30:00	

FIG. 7B

TYPE 2

CHANNEL	START DATE/ TIME	END DATE/ TIME	PROGRAM CATEGORY	ADVERTISEMENT (1) INFORMATION IDENTIFICATION CODE	ADVERTISEMENT (1) INFORMATION INSERTING POINT	ADVERTISEMENT (2) INFORMATION IDENTIFICATION CODE	ADVERTISEMENT (2) INFORMATION INSERTING POINT	SAME FROM(3) ONWARD
CS12	2003/09/01 :0:00:00	2003/10/01 :0:00:00	SCIENCE OF EARTH	/cm/koukoku4592.mpg	0:15:00	/cm/koukoku0123.mpg	0:30:00	

ADVERTISEMENT INFORMATION

ADVERTISEMENT INFORMATION IDENTIFICATION CODE	CM PICTURE
/cm/koukoku4592.mpg	CM VIDEO STREAM
ADVERTISEMENT INFORMATION IDENTIFICATION CODE	CM PICTURE
/cm/koukoku0123.mpg	CM VIDEO STREAM

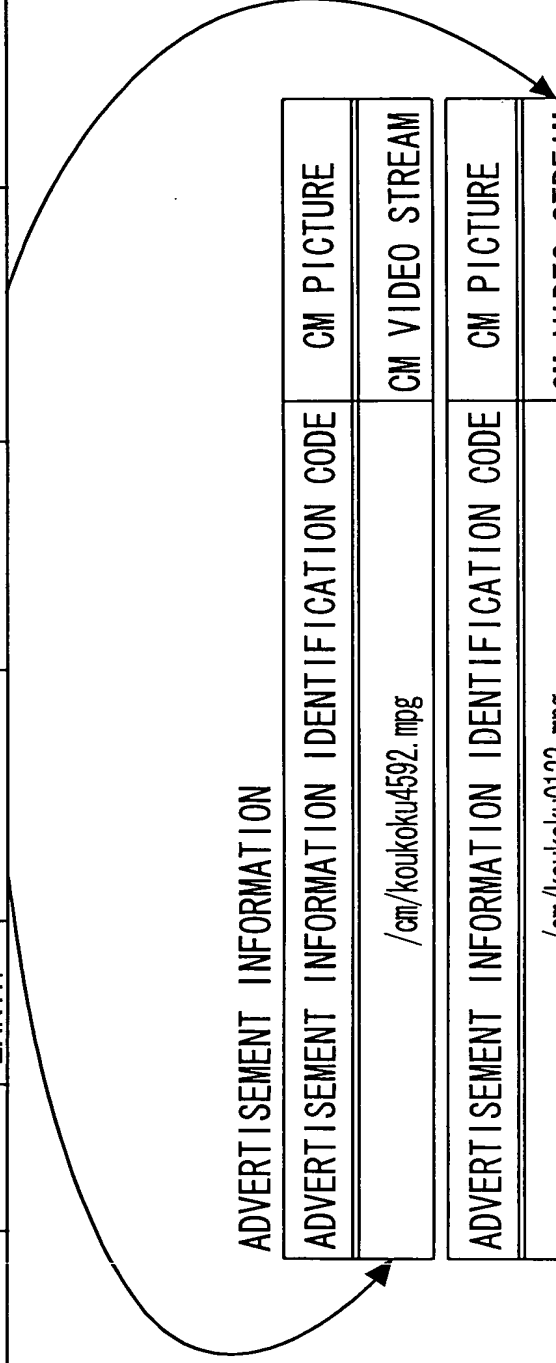


FIG. 8

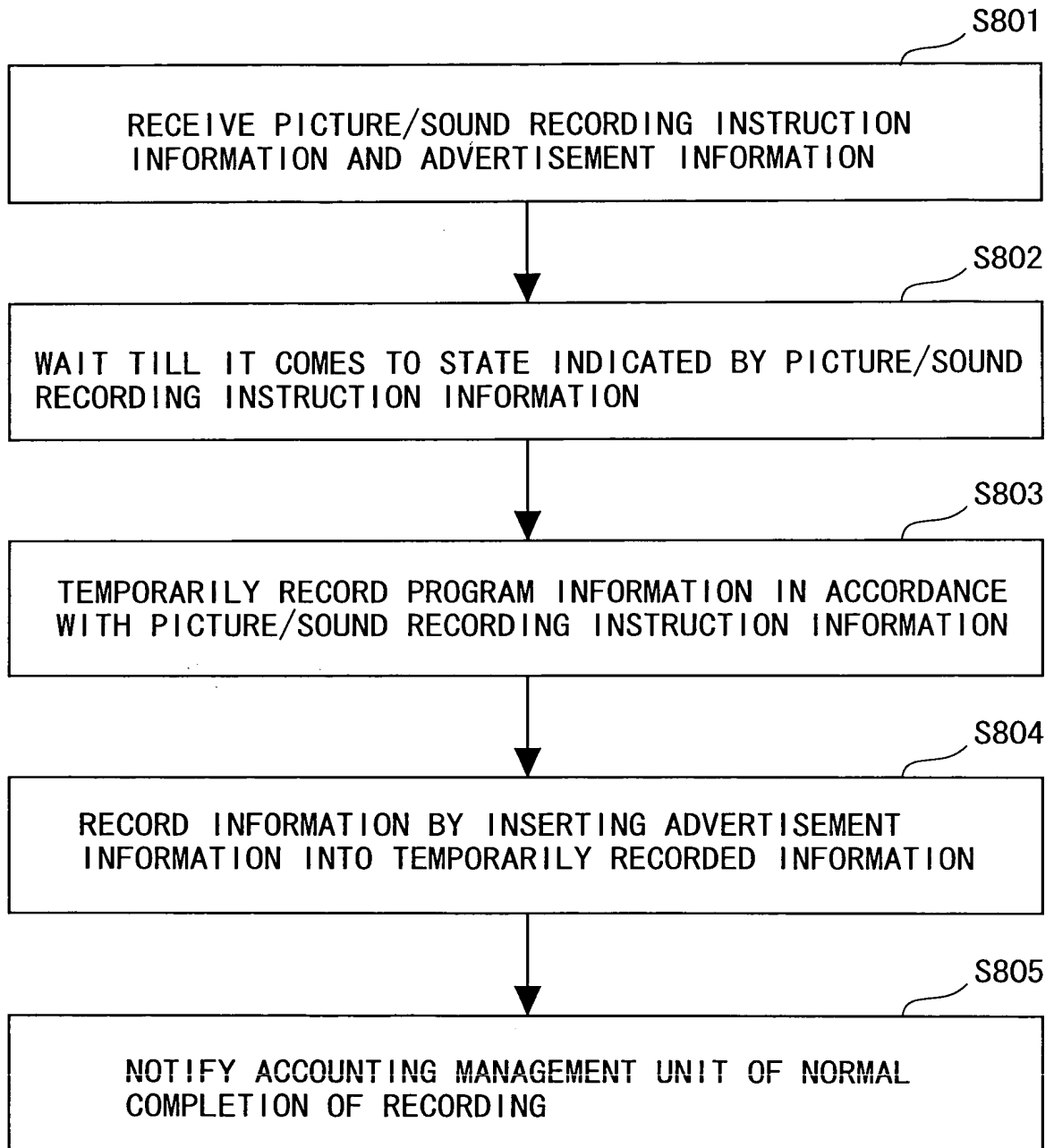


FIG. 9

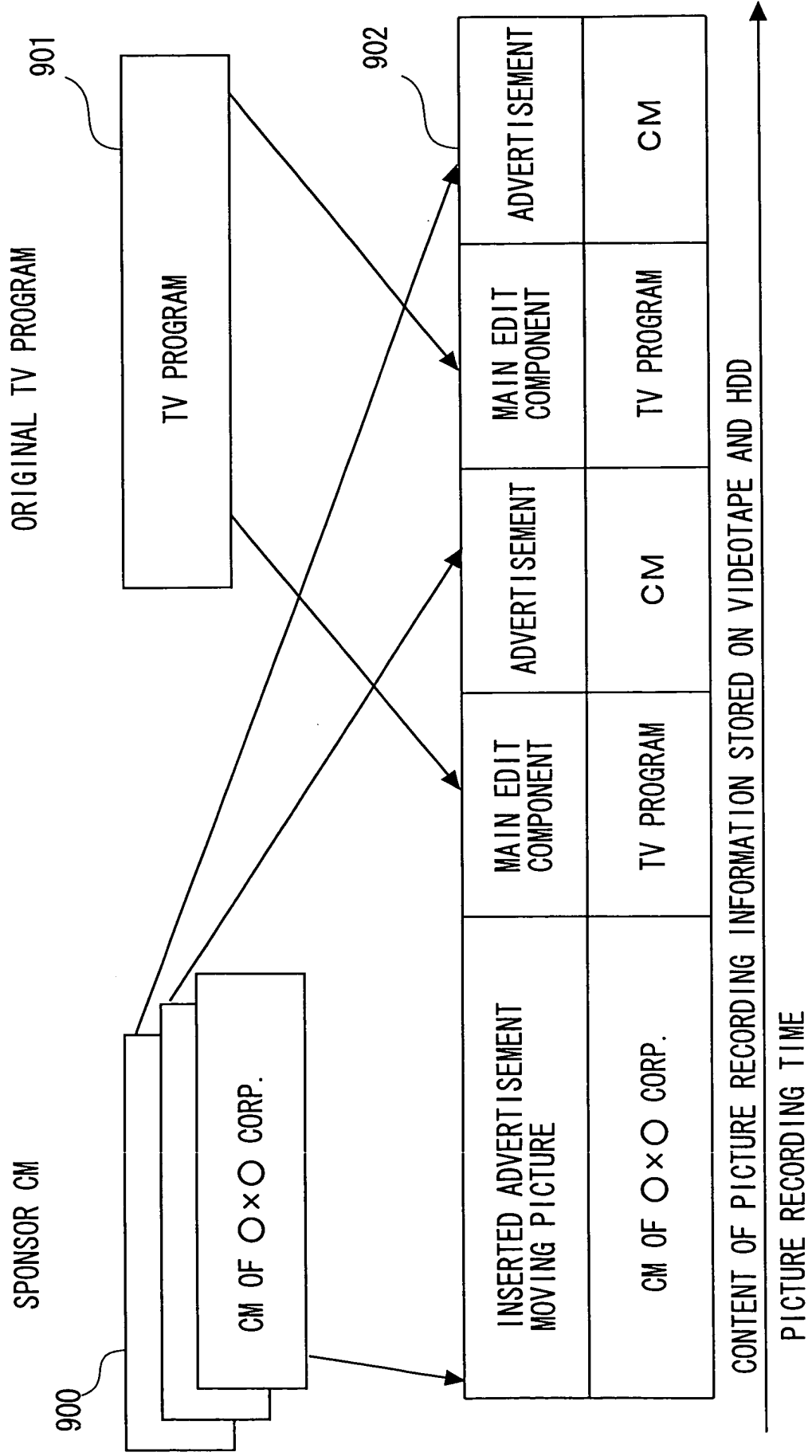


FIG. 10

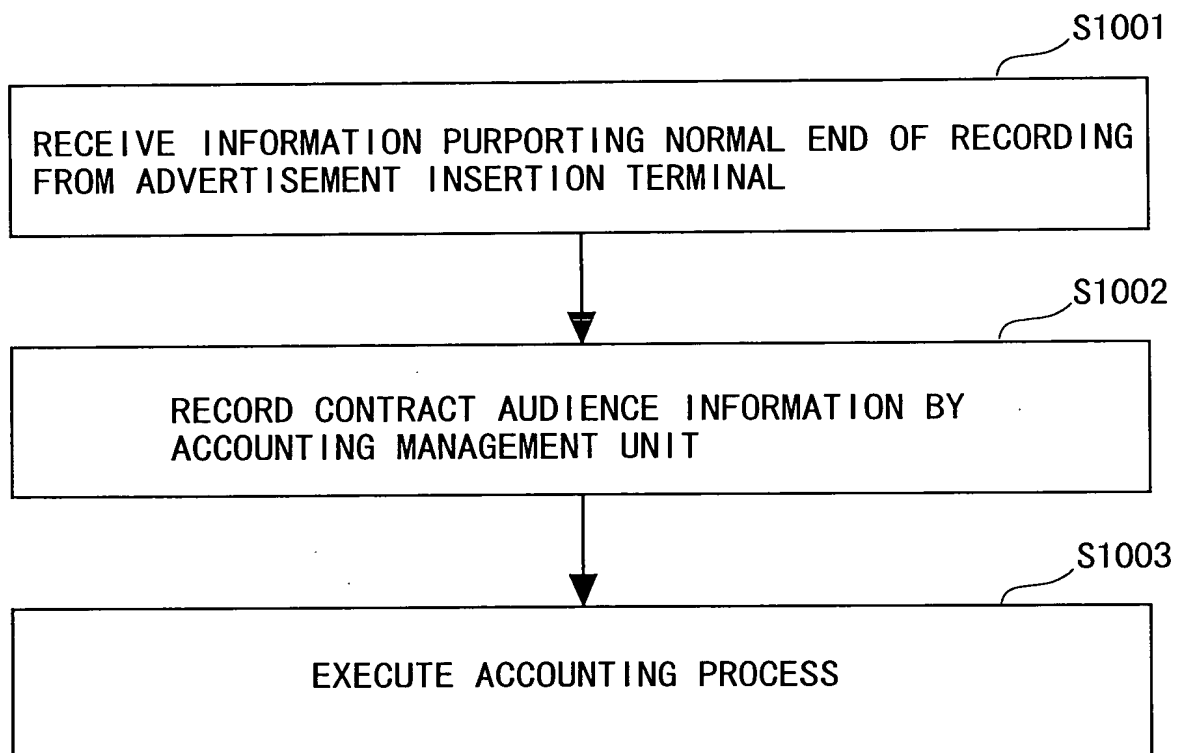


FIG. 11

(a) CONTRACT AUDIENCE INFORMATION

INDIVIDUAL SPECIFYING ID	AUDIENCE PROGRAM	BROADCASTING DATE	CHANNEL	PROGRAM CODE	DISTRIBUTION ADVERTISEMENT CHARGE	RECEIPT CONFIRMED	PAYMENT OF ADVERTISEMENT EXPENDITURE
0X012345	IRON MAN OF RE-FIRM	2002/8/20	CS12	CS1201234	25YEN	NOT CONFIRMED	NOT PAID
	EXPEDITION TO MARS	2002/8/20	BS1	BS0101234	13YEN	NOT CONFIRMED	NOT PAID
	OLD TALES OF THE WORLD	2002/8/20	CS22	CS2201234	10YEN	NOT CONFIRMED	NOT PAID
	NOTHING-NOTHING GRAND DICTIONARY	2002/8/20	CS55	CS5501234	20YEN	NOT CONFIRMED	NOT PAID
	RELAY BROADCAST OF PROFESSIONAL BASEBALL	2002/8/21	CS12	CS1201234	5 YEN	NOT CONFIRMED	NOT PAID
	PROFESSIONAL WRESTLING	2002/8/21	CS32	CS3201234	8 YEN	NOT CONFIRMED	NOT PAID
	INTRODUCTION OF CHIBA SIGHTSEEING SPOT	2002/8/21	CS11	CS1101234	9 YEN	NOT CONFIRMED	NOT PAID
	INTRODUCTION OF HAKONE HOT SPRING	2002/8/21	CS08	CS0801234	3 YEN	NOT CONFIRMED	NOT PAID

(b) INDIVIDUAL SPECIFYING INFORMATION, ID

ID	O × O12345
NAME	O-YAMA X-O
ADDRESS	XX-△△, 00-WARD, TOKYO
TELEPHONE NUMBER	DESTINATION OF MONEY TRANSFER
BANK ACCOUNT	OX0△△, 00-BRANCH, △△-BANK,
DESTINATION OF PAYMENT AGENT	△△△CORP